

# ORDER



WCOV-TV

**Orders**  
**Order / Rev:** 31630  
**Alt Order #:** 27674034  
**Product Desc:** MALFU  
**Estimate:** 10073 POLITICAL ISSUE  
**Flight Dates:** 02/15/22 - 02/21/22  
**Original Date / Rev:** 02/07/22 / 02/18/22  
**Order Type:** GENERAL

**Primary AE:** Jenna Nubar  
**Sales Office:** WASH  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmont Avenue  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Political - Alabama's Future  
**Demographic:** A35+  
**Product Codes:** PL2  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** ISS  
**Priority:** L-4

**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/31/22	02/21/22	26	\$2,450.00	\$2,082.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2022	26	\$2,450.00	\$2,082.50	0.00
<b>Totals</b>	<b>26</b>	<b>\$2,450.00</b>	<b>\$2,082.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jenna Nubar			Start Of Order - End Of Order	100%

Order Share	Share	Total
WCOV-TV	10%	\$2,450.00
Market	100%	\$24,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	90%	\$22,050.00
WAKA	0%	\$0.00
WNCF	0%	\$0.00
WSFA	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WCOV	02/15/22	02/15/22	Court 4p-5p Ellen M-F 4p-5p Ellen	CM	4p-5p	-T-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/14/22	02/20/22	-T-----		1		\$50.00		0.00					
N 2	WCOV	02/16/22	02/16/22	Court 4p-5p Ellen M-F 4p-5p Ellen	CM	4p-5p	--W----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/14/22	02/20/22	--W----		1		\$50.00		0.00					
N 3	WCOV	02/17/22	02/17/22		CM	4p-5p	---T---	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00

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**WCOV-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 12	WCOV	02/16/22	02/16/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	--W----	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/14/22	02/20/22	-T-----					1	\$100.00		0.00			
		Wcov 9 O'Clock Local News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/14/22	02/20/22	--W----					1	\$100.00		0.00			
N 13	WCOV	02/17/22	02/17/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	---T---	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
		Wcov 9 O'Clock Local News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/14/22	02/20/22	---T---					1	\$100.00		0.00			
N 14	WCOV	02/18/22	02/18/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	----F--	:30	1	\$100.00	L-4	0.00	NM	2	\$100.00
		Wcov 9 O'Clock Local News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/14/22	02/20/22	----F--					1	\$100.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
		1	WCOV	02/14/22-02/20/22	M-F 9p-935p Late News		9p-935p			----F--	:30	(\$100.00)	0.00	NM	
		See MG 14.2, 14.3													
		[na]													
		2	WCOV	02/18/22-02/21/22	M-F 630p-7p Extra		630p-7p			M----F---	:30	\$50.00	0.00	NM	
		Ⓜ MG for 14.1 02/18													
		3	WCOV	02/18/22-02/21/22	M-F 630p-7p Extra		630p-7p			M----F---	:30	\$50.00	0.00	NM	
		Ⓜ MG for 14.1 02/18													
N 15	WCOV	02/21/22	02/21/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	M-----	:30	1	\$100.00	L-4	0.00	NM	0	\$0.00
		Wcov 9 O'Clock Local News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/21/22	02/27/22	M-----					1	\$100.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
		1	WCOV	02/21/22-02/27/22	M-F 9p-935p Late News		9p-935p			M-----	:30	(\$100.00)	0.00	NM	
		See MG 6.2, 6.3, 6.4													
		[NA]													
N 16	WCOV	02/19/22	02/19/22	Sat 9-930p Late News Sat 9p-930p Late News	CM	9p-930p	-----S-	:30	1	\$50.00	L-4	0.00	NM	0	\$0.00
		Fox News @ 9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/14/22	02/20/22	-----S-					1	\$50.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
		1	WCOV	02/14/22-02/20/22	Sat 9-930p Late News		9p-930p			-----Sa--	:30	(\$50.00)	0.00	NM	
		See MG 17.2													
		[na]													
N 17	WCOV	02/20/22	02/20/22	Sun 9-930p Late News Sun 9p-930p Late News	CM	9p-930p	-----S	:30	1	\$100.00	L-4	0.00	NM	1	\$150.00
		Fox News @ 9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/14/22	02/20/22	-----S					1	\$100.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
		1	WCOV	02/14/22-02/20/22	Sun 9-930p Late News		9p-930p			-----Su	:30	(\$100.00)	0.00	NM	
		See MG 17.2													
		[na]													
		2	WCOV	02/14/22-02/20/22	Sun 9-930p Late News		9p-930p			-----Su	:30	\$150.00	0.00	NM	
		Ⓜ MG for 17.1, 16.1													
N 18	WCOV	02/15/22	02/15/22	M-F 935p-1005p M-F 935p-1005p Andy	CM	935p-1005p	-T-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		Andy Griffith													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/14/22	02/20/22	-T-----					1	\$50.00		0.00			
N 19	WCOV	02/16/22	02/16/22	M-F 935p-1005p M-F 935p-1005p Andy	CM	935p-1005p	--W----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00

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Andy Griffith															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/14/22	02/20/22	--W----		1				\$50.00		0.00			
N20	WCOV	02/17/22	02/17/22	M-F 935p-1005p M-F 935p-1005p Andy	CM	935p-1005p	---T---	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
Andy Griffith															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/14/22	02/20/22	---T---		1				\$50.00		0.00			
N21	WCOV	02/18/22	02/18/22	M-F 935p-1005p M-F 935p-1005p Andy	CM	935p-1005p	----F--	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
Andy Griffith															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/14/22	02/20/22	----F--		1				\$50.00		0.00			
N22	WCOV	02/21/22	02/21/22	M-F 935p-1005p M-F 935p-1005p Andy	CM	935p-1005p	M-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
Andy Griffith															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/21/22	02/27/22	M-----		1				\$50.00		0.00			
N23	WCOV	02/19/22	02/19/22	Sa 930p-10p Sa 930p-10p	CM	930p-10p	-----S-	:30	1	\$25.00	L-4	0.00	NM	1	\$25.00
Andy Griffith															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/14/22	02/20/22	-----S-		1				\$25.00		0.00			
N24	WCOV	02/20/22	02/20/22	Su 10p-1030p Su 10p-1030p	CM	10p-1030p	-----S	:30	1	\$25.00	L-4	0.00	NM	1	\$25.00
Big Bang Theory															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/14/22	02/20/22	-----S		1				\$25.00		0.00			
N25	WCOV	02/17/22	02/17/22	M-F 630p-7p Extra M-F 630p-7p Extra	CM	630p-7p	---T---	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/14/22	02/20/22	---T---		1				\$50.00		0.00			
													Totals	26	\$2,450.00